

First Class is P. O. Goal

RECEIPTS CLIMBING TO RATING

POSTMASTER Earl Conner has one big objective: He wants to elevate his Torrance postoffice to first-class rating.

Now a second-class Federal institution, the postoffice was hit earlier this year by the recession with the result that Conner's expectations of realizing his objective were somewhat dampened.

Postal receipts for the last four months—to Sept. 1—totaled \$12,319.93 as compared to \$11,445.33 for the same period in 1937, according to the latest report compiled by Postmaster Conner.

Has Force of 16

A postoffice must do \$44,000 worth of business a year to obtain first-class rating. Last year's total receipts were \$40,700.80 as against only \$33,080.33 in 1936. As far as physical equipment is concerned, the Torrance office is ready at any time to step upward to the higher bracket.

It is housed in a commodious Federal building completed at a cost of \$52,280 in 1935. This structure is a far cry from the cubbyhole office where the mail was received and handed out by the city's first postmaster, Herman Burmaster, in 1918. Second Torrance resident to be postmaster here was Alfred Gourdiere, who served from November, 1919, until February, 1934, when Conner took office.

The Torrance postoffice obtained second-class rating in July, 1922, and has had a steady growth ever since. The local postal force today includes L. H. Deininger, assistant postmaster, four regular clerks, three regular carriers, one rural carrier, two substitute carriers, one substitute clerk, two custodians, a special delivery carrier and a mail messenger.

TORRANCE TRIO ON LOYOLA U. GRID SQUAD

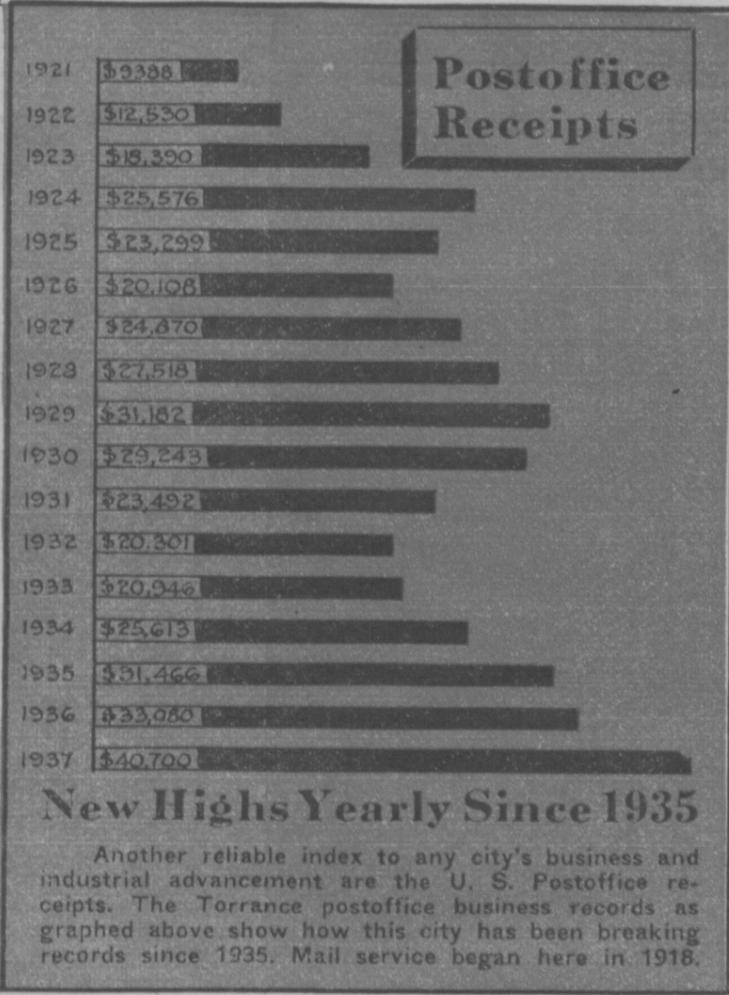
With football emerging from the shelf of public attractions where it was placed when the final whistle blew on New Year's Day at Pasadena's Rose Bowl, Torrance sport fans are showing an interest in local boys who have gone to college or university gridiron careers.

Among those Torrance lads are three huskies on the 1938 football roster at Loyola University. Tony Natale, a guard on the Lions' team, is also understudy for big John Polich, outstanding end last season. Natale weighs 190 pounds, is 21 years old with two years' experience at Loyola and is certain to see plenty of action this fall.

John McFadden, 23, played varsity football last year and will be out to capture Coach Tom Lieb's recognition as a regular wing man. He weighs 175 pounds, stands five feet 11 inches. Bob Trezise, a freshman at Loyola last fall, is determined to make it hot for the varsity this year as a quarterback. He is the youngest Torrance product at the school, being 19 years old.

Nature Erases Scars As Park Beautified

acoustics of the city park band ers, Mother Nature has done a remarkable job in covering scars which, until a few years ago, marred her broad acres at the city park. The site originally was overlaid with thousands of tons of oil-soaked sand, rotary mud and other debris of the first oil field here.



City Lures Vacationists

Torrance as a vacation center attracts a larger host of visitors each year as the city's moderate temperatures, close proximity to beach resorts and metropolitan Los Angeles becomes better known. Here residents from the "hot belt" find low rental costs which permit them to extend their summer holiday. Every kind of housing accommodation is provided—auto court, hotel, apartments and furnished homes. Visitors have come to appreciate the home atmosphere of Torrance which is not interrupted by the periodic invasion of week-end crowds as are the communities located on the Pacific.

They find living costs are the same or even lower than "back home" and thus get more for their vacation money in Torrance.

For climate, civic facilities and home sites come to Torrance.

Site-Naming Resolution in Artist's Hands

One of Hollywood's outstanding artists is now creating a beautiful illuminated scroll which will consist of the resolution adopted July 12 by the Torrance city council in officially naming KNX-CBS transmitter station site "Columbia Park." This document will be attractively framed and hung in the foyer entrance of the radio plant. The resolution will read as follows:

"WHEREAS, the Columbia Broadcasting System has improved the 37-acre tract at 190th street and Hawthorne avenue in Torrance by erection of the world's most modern and efficient radio transmitter to broadcast programs for station KNX, and

"WHEREAS, elaborate provisions have been made for visitors to inspect the devices in operation at the KNX transmitter, and

"WHEREAS, the KNX transmitter can be made to serve a serious educational purpose as well as becoming a point of interest for visitors, and

"WHEREAS, the architecture and landscaping of the KNX transmitter contributes to make the improvement an attractive as well as a cultural development, therefore

"BE IT RESOLVED, that the site of the KNX transmitter be henceforth known as Columbia Park, and

"BE IT FURTHER RESOLVED, that authority be given hereby to so designate the locality officially and with appropriate signs. Introduced and adopted this 12th day of July, 1938.

"(Signed) W. H. TOLSON, Mayor of the City of Torrance. City Councilmen, Tom McGuire, J. V. Murray, J. E. Hitchcock and George V. Powell."

NO HEAT WASTED

Heat generated by the 50,000 watt tubes at the KNX transmitter will not be wasted. Air conditioning apparatus draws the heat away and re-directs it into other parts of the transmitter building for heating purposes.

CORNER FIRE GUARDS

More than 250 fire hydrants are strategically located here to give fire protection.



BUSINESS MAN . . . L. G. Barkdull, local meat dealer, is the immediate past-commander of the local American Legion post.

Port Proximity is Boon to City

Rated among the world's leading ports, the Los Angeles harbor teeming with vessels from all parts of the globe, has a closer connection with Torrance than even its location—8 miles—reveals. A constant stream of "Made-in-Torrance" products flows to that busy seaport while materials Torrance industries need are shipped directly from ship holds to this city with a minimum of delay and expense.

Torrance residents have always taken a keen interest in the harbor's development and extension of the net work of highways having their termini at the Pacific port.

City and Chamber of Commerce officials have long enjoyed friendly, co-operative relations with the harbor authorities.

As a result Torrance industrialists have benefited from trans-ocean shipping facilities to an unusual extent.

SHELL WELL DESIGNED

A vital factor for the enjoyment of open-air programs, the acoustics of the city park band shell have been found excellent whenever that structure is used for public entertainment.



Firestone

AUTO SUPPLY AND SERVICE STORES

CONGRATULATES KNX



With over eight years dependable service to Torrance motorists, Firestone Auto Supply & Service Store enters its ninth year confident that the future holds great prosperity for Torrance. The splendid, new KNX transmitter is an outstanding example of modern genius. And Firestone, ever striving to be more efficient, more skillful and render greater service, admires the efficiency and skill of the men who created the new radio station. Again, congratulations!



Above is the busy Firestone Station at Cravens and Marcelina, Torrance, where every motor-ing need can be filled with complete satisfaction!